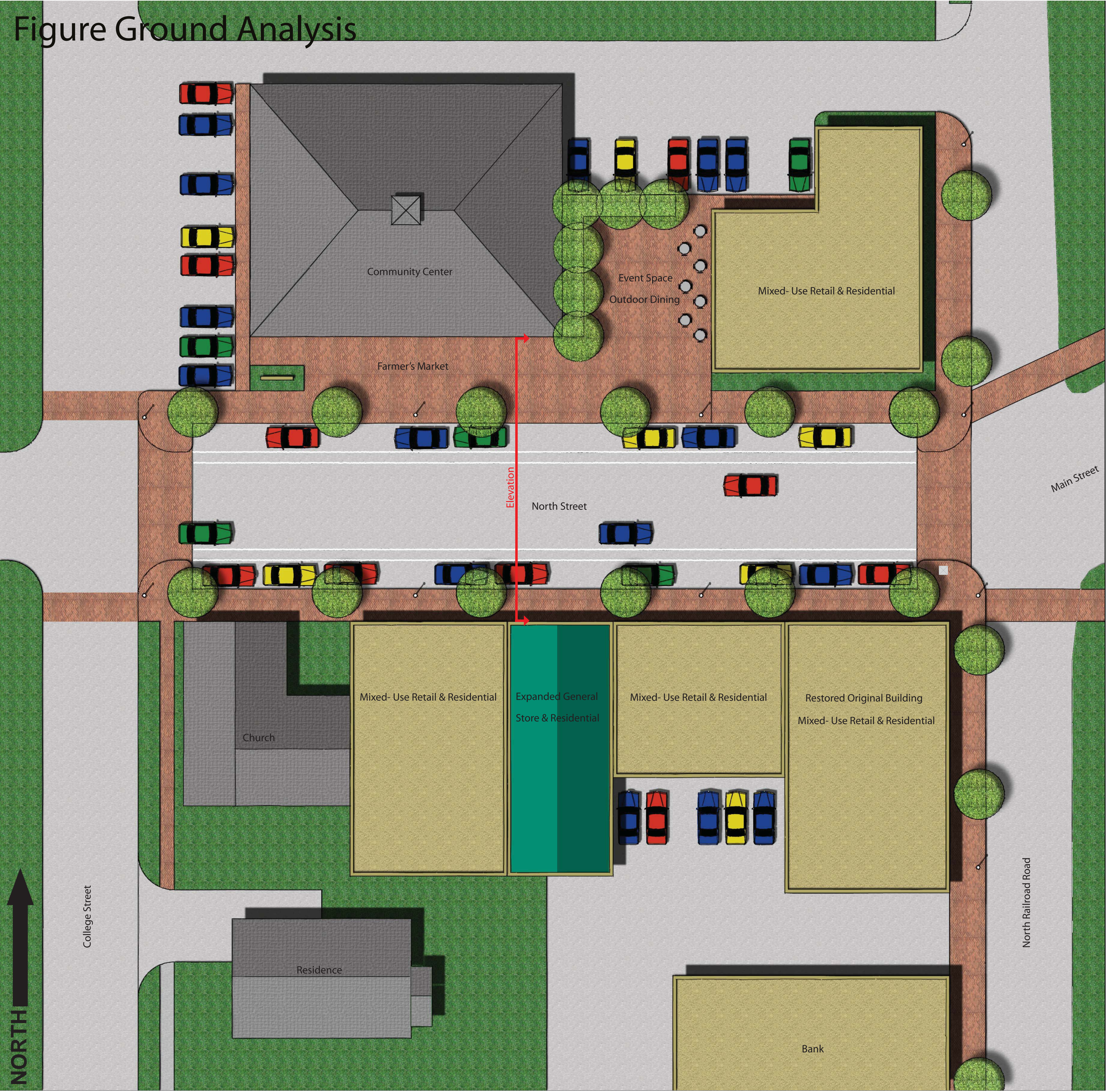


Downtown Enhancement Strategy

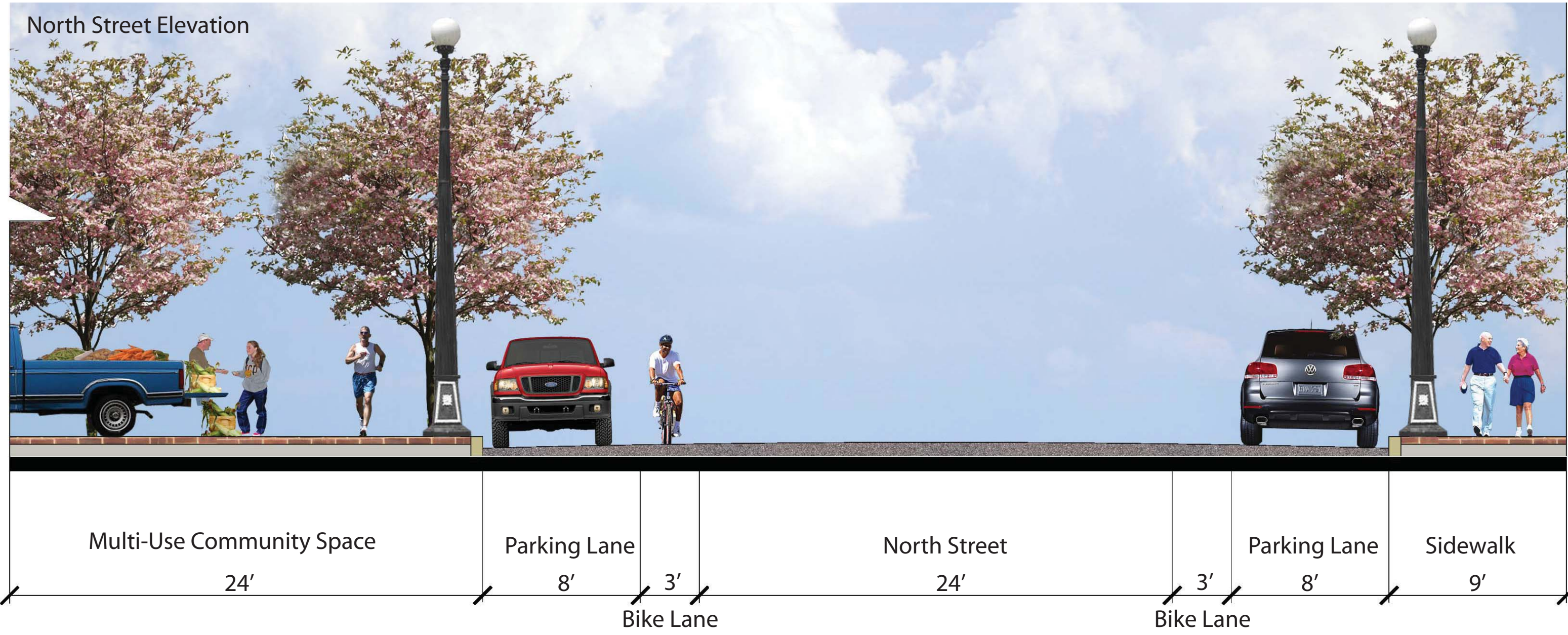
Figure Ground Analysis



Downtown

Battle Ground is currently a pleasant and welcoming small town. As our team began designing the downtown growth strategy our main goal was to keep the warm and inviting small town feeling. We wanted to create a place which was alluring to tourist, but mainly improve the quality of life for the people of Battle Ground. We approached this challenge by evaluating what builds a stronger community. We wanted to bring people together and increase commerce. We created programmable multi-use spaces for people to interact. This introduces opportunities for outdoor dining, musical events, markets, and many other venues. We also want to establish a community center which will bring more activity and life into the downtown. As pedestrian traffic increases safety becomes an issue. We have increased the width of the sidewalks by decreasing the street width which will slow vehicular traffic. Introducing street lighting, cross walks and bike lanes create a safer and more comfortable environment for pedestrians and cyclists. To increase economic sustainability we have recommended infill to create a more efficient use of space. We have implemented new buildings which will absorb the businesses currently residing in the downtown. This will enhance their facilities and become more appealing for new businesses to establish themselves in the downtown. As new businesses enter the downtown, it will grow to be a destination for residents and visitors. The infill will be a maximum of three stories tall to maintain the small town scale, but allow retail and residential units to coincide. This will strengthen Battle Ground's central core. The proposed buildings must adhere to the historical Character of Battle Ground. It is important that they become a symbol of the area and the people's heritage.

Battle Ground's growth strategy is a process which happens over time. As new elements are introduced it is important to look to the future before acting in the present. Design is a process embrace the journey...



Revitalized



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